



WOMAN'S AUXILIARY

TO THE CALIFORNIA MEDICAL ASSOCIATION

DEAR DOCTOR:

Do you know, sir, that one of your greatest assets is the Woman's Auxiliary to the California Medical Association?

Our program is based upon the fundamental fact that as wives of physicians we are privileged to gather together into groups as auxiliaries (in other words, as aids or helpers) to your county, state and national societies.

We are nearly seven thousand physicians' wives as organized members.

Some of the stipulations of our organizational policies and objectives are to assist your medical societies in their efforts on behalf of their program for the advancement of medicine and public health, and to participate in such activities as requested by your medical societies.

Where, I ask you, could you obtain the services of seven thousand people who would be so equipped as to fulfill the various demands of an exacting profession and present them in a creditable manner to your local communities, to your patients and to your fellow Americans—at any price?

Our priority projects vary from time to time. We are ever alert to the changing times and to the current problems which progress presents.

At present our priority projects are Legislation, Public Relations, American Medical Education Foundation, Nurse Recruitment, *Today's Health* and Physicians' Benevolence.

By your direction, we shall alert our members to the dangers of pending legislation as it will affect your profession and the people in our communities. The action taken will be in accordance with the decisions of our Advisory Board of your medical societies and under their direction.

Public Relations

In all of our efforts we are aware of the value of good public relations, of the impressions created by the type of programs we present, of the form of our philanthropic programs and of the various recipients of these efforts.

Nurse Recruitment

Nurse Recruitment has proved a most satisfactory project in its many phases.

With regard to public relations, recruitment has been our most gratifying activity. Many young women have been encouraged to make nursing their career. Many others have been enabled to continue in training through

scholarships and loans provided for by social benefits on the county level.

We have dozens of student nurse clubs all over the state. Through the cooperation of the public schools, girls in high schools and junior high schools are encouraged to join Future Nurses clubs. They are enthusiastic and seem eager to embrace this advantage in planning their future goals.

A little distantly removed, perhaps, from nursing careers, but still with the possibility of recruiting a few aspirants, is our "GEMS" program (Good Emergency Mother Substitutes). Groups of young girls and a few boys are formed into clubs to be trained in the functions of serving as baby sitters.

Our county chairmen of GEMS have work books to use as guides, and the importance of the responsibility of the sitter to the child she attends, to the parents and to her own safety is stressed. One county auxiliary has trained and "graduated" ten classes of ten students each in the past year. Good public relations? We think so!

At your suggestion, we have given the American Medical Education Foundation our heartiest support; and again through social benefits we have managed to contribute substantially to the success of this project. Every year since the Foundation was established, our California Auxiliary has received an award from the American Medical Association for its contributions.

As magazine saleswomen, perhaps we won't take the prizes; however, we are trying, and every year we are producing bigger and better results with *Today's Health*. It is another of our obligations, and we hope to put it over the top in the near future.

Physicians' Benevolence

Physicians' Benevolence is another important obligation in our program, and our aim is to contribute a dollar a year per member. We usually exceed that amount.

We are a working community service group, rather than a meeting type of organization, and as our theme this year is "Cooperate and Achieve," we hope to develop our activities to give motivation and a sense of participation and achievement to each individual member by cooperation.

We need your cooperation also, doctor, to help us achieve our goals. Does your wife belong to the local Auxiliary? If not, won't you please encourage her to join us? With an enlarged membership, our effectiveness can be greatly increased.

As the official spokesman for the members of the Woman's Auxiliary, I would like to thank the members of the California Medical Association for their recognition of our efforts by presenting me to their House of Delegates at their closing meeting of the 1958 Annual Session, and for the armful of beautiful red roses.

The continued efforts of the Auxiliary membership will be a pleasure.

MRS. NEWELL JONES
President, Woman's Auxiliary to the
California Medical Association